LEO BURNETT U.S.A.

35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

November 3, 1995

Maarten Terry
Philip Morris, Inc.
120 Park Avenue
New York, NY 10017

RE: All-in-One/Video Proofs

Dear Maarten,

Enclosed please find the following All-in-One and Video proofs (a second set of all of these components will be delivered to Michelle at home on Saturday):

1) Letter Version G (front and back panels):
   - Make lower left corner panel stronger red.

2) Envelope Version E
   - Final proof.

3) Video Sweeps Entry Form
   - Final proof.

4) Video Label DDCP
   - Revised to show more black.

5) Video Letter Copy
   We have enclosed three versions of the revised video letter copy. The difference among them lies in the first two introductory paragraphs. Let's review over the phone on Monday.

We'll need approval of all of the above components on Monday morning.

Finally Maarten, the laser sign-offs for Letter Version A will arrive at PM via pouch on Monday morning. We'll need your verbal approval of the lasering at that time.

Please call me at home if you have any questions. I can be reached at (312) 404-6833.

Thanks for your help, Maarten.

Sincerely,

Susan Kaufman

Susan Kaufman
x4458

2048204962

Source: https://www.industrydocuments.ucsf.edu/docs/znfm0004

cc: Michelle Salzman - 91 Central Park West Apt. 4C, New York, NY 10023

Lori Zeeman - 19
Maria Hechavarria - 18
Elliott Owens - 18
John Wolf - 18
Phillip Ross - 26

2048204963

Source: https://www.industrydocuments.ucsf.edu/docs/znfm0004